

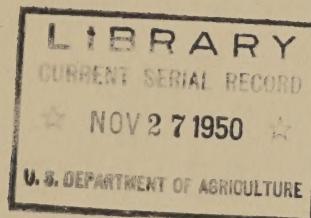
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UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION & MARKETING ADMINISTRATION
INFORMATION BRANCH - NORTHEAST AREA

REPORT OF

MARKET NEWS

BROADCASTING



IN THE
NORTHEAST

JUNE 1950

INFORMATION FOR TRADE PAPERS

UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION & MARKETING ADMINISTRATION
INFORMATION BRANCH - NORTHEAST AREA
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MOST NORTHEAST RADIO STATIONS BROADCAST FARM MARKET NEWS

New York -- More than half the radio stations in the populous Northeast broadcast farm market news reports regularly, according to the U. S. Department of Agriculture. Fifty-eight percent of the stations replying to a recent survey by the Production and Marketing Administration carry one or more reports on agricultural commodity markets primarily for the benefit of farm listeners.

PMA canvassed 439 stations in the 12 Northeastern States and District of Columbia in its annual survey of the extent of radio use of market news and the adequacy of such service to farmers. Replies were received from 347 stations, or 79 percent of the total. And 201 stations, 58 percent of those replying, reported that they regularly include farm market news in their programs. The total number of stations reporting market news is almost exactly the same as shown by the 1949 survey.

Reflecting the diverse agricultural interests of the Northeast, the types of market news broadcast cover a broad field. Dairy and poultry market reports, the most popular, are used in 250 broadcasts. That total exceeds the number of stations broadcasting market news since some stations air market reports several times during the day, to keep their listeners abreast of rapidly-changing market conditions. Produce reports and livestock reports are of almost equal importance -- with 215 produce market broadcasts, and 202 livestock market news broadcasts. Grain and feed market news is used in 48 broadcasts. And a few stations carry reports on other commodities, such as tobacco, maple products, and cut flowers, where these markets are of particular value to their farm audience.

(MORE)

Stations reported broadcasting farm market news at virtually all hours of their program day, beginning in the early morning and continuing on into the evening hours. But two definite peaks of market news broadcasting continue predominant. The frequency of market news broadcasts builds up rapidly from 5:00 A.M. to reach the day's peak level in the period from 6:30 to 7:00 A.M. Broadcasts then fall off during the morning hours, but increase in frequency as the noon hour approaches.

They reach the day's second peak in the hour from 12:00 to 1:00 P.M., with most activity in the second half of that hour. Frequency of market news broadcasts then declines again through the afternoon hours, increasing again in the supper period. The high point of this third peak is the 6:15 to 6:30 P.M. period, and no market news is reported broadcast after 7:15 P.M.

Officials of the Production and Marketing Administration say a number of factors account for the continued high level of interest in the broadcasting of agricultural market news. The number of radio stations in the Northeast has shown further increase. Since the war, several new Federal or Federal-State market news offices have been opened throughout the country, and many States have increased their activities in this field, in cooperation with the Federal government.

Radio stations have been prompt to recognize the value of these reports to their listeners, and have used their facilities in the speedy dissemination of market news. Too, agricultural production and farm income have continued at relatively high levels, and interest in marketing has been stimulated by work being done under authority of the Research and Marketing Act.

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MARKET NEWS BROADCAST AT HIGH LEVEL (3 minutes, 20 seconds)

The broadcasting of farm market news by radio stations in the Northeast continues to hold at a high level. A survey by the U.S. Department of Agriculture shows that 201 stations in this area now broadcast farm market news reports regularly -- keeping their farmers informed on what's happening in their market-places.

Every year, the Department makes a survey to bring up to date its records on what market news is being broadcast, how widely, and how well the service is meeting the needs of farmers. This year, the Production and Marketing Administration sent questionnaires to some 439 stations here in the Northeast. Replies were received from 347 of them. And 201 of the stations -- 58 percent of those replying -- reported that they regularly serve this special need of farmers by including market news in their daily programs.

The replies, too, show that the stations are making a definite effort to supply the types of market news that Northeast farmers need and want. Broadcasts reflect the wide variety of farming interest throughout the area. Dairy and poultry market reports are most widely used. Produce and livestock reports are just about equal in importance, and in use. Grain and feed reports come next -- and a variety of such other reports as tobacco, maple products, and cut flowers round out coverage of the markets in which Northeast farmers are interested.

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MORE... MARKET NEWS BROADCASTING

Stations well situated over all the Northeast report market news broadcasting -- so that farmers in all areas have access to farm market news from some station. And the reports show that stations are doing a good job of getting and broadcasting the reports of markets of most interest and value to listeners in their particular area.

The stations, too, show a general concern for timing their broadcasts so as to be of most use to farmers. Starting early in the morning, the market news broadcasts build up to a peak between 6:30 and 7:00 A.M. The number falls off then, through the mid-morning hours, when farmers are usually busy around the place.

Broadcasting builds up again to a secondary peak in the noon hour, when farmers -- returning for their noon meal -- want to know what morning markets have been doing. Following a period of little activity in mid-afternoon, the broadcasting of farm market news builds up again during the evening-meal period. Reports are broadcast often from 5 to 7 o'clock, with none reported broadcast after 7:15 at night.

The high level of market news broadcasting reflects the increasing attention being given to better marketing. Since the war, several new Federal or Federal-State market news offices have been opened -- and many States have increased their activities in this field. Radio stations have been prompt to recognize the value of these reports to their listeners -- and the great value of radio broadcasts for the speedy dissemination of farm market news.

1950: THE BROADCAST OF MARKET NEWS BY RADIO STATIONS

STATIONS	CANVASSED (Number)	REPLIED		BROADCASTING FARM MARKET NEWS	
		(Number)	(Percent)	(Number)	(Percent)
CONNECTICUT	29	24	83	9	38
DELAWARE	5	2	40	2	100
DISTRICT OF COLUMBIA	9	7	78	2	29
MAINE	15	13	87	9	69
MARYLAND	25	20	80	12	60
MASSACHUSETTS	44	37	84	24	65
NEW HAMPSHIRE	11	8	73	7	88
NEW JERSEY	22	14	64	9	64
NEW YORK	112	88	79	57	65
PENNSYLVANIA	112	91	81	49	54
RHODE ISLAND	12	10	83	2	20
VERMONT	8	6	75	5	83
WEST VIRGINIA	35	27	77	14	52
TOTAL NORTHEAST AREA	439	347	79	201	58

1950: TYPES OF MARKET NEWS BROADCAST BY RADIO STATIONS

REPORTS ON:	LIVESTOCK	PRODUCE	GRAIN & FEED	DAIRY & POULTRY	OTHERS
CONNECTICUT	2	8	2	9	1
DELAWARE	1	1	1	2	0
DISTRICT OF COLUMBIA	3	2	1	1	0
MAINE	3	9	1	8	0
MARYLAND	12	10	4	12	1
MASSACHUSETTS	16	24	6	26	0
NEW HAMPSHIRE	3	6	1	7	1
NEW JERSEY	4	5	2	11	0
NEW YORK	85	98	6	104	1
PENNSYLVANIA	53	38	18	49	1
RHODE ISLAND	0	1	0	2	1
VERMONT	2	3	2	5	1
WEST VIRGINIA	18	10	4	14	0
TOTAL NORTHEAST AREA	202	215	48	250	7

1950: TIMES OF FARM MARKET NEWS BROADCASTS IN THE NORTHEAST

TOTAL NUMBER OF MARKET NEWS BROADCASTS IN PERIOD

